



Presenting the 2006 ENERGY STAR® Cool Your World Campaign

*A Guide for Retailers,
Manufacturers, and EEPS*

Cool Ideas for Partners



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What is Cool Your World?



- Summer campaign to encourage Americans to “Cool their world” smartly with ENERGY STAR qualified cooling products – to save energy, stay comfortable, and help protect our environment
- To help consumers stay cool and save money, the campaign promotes the use of ENERGY STAR qualified
 - Room Air Conditioners
 - Dehumidifiers
 - Programmable Thermostats
 - Ceiling Fans
 - Home Sealing

Cool Your World allows partners to...



- Capitalize on rising consumer interest in conservation to increase understanding of ENERGY STAR brand and benefits
- Leverage ENERGY STAR partnerships to develop joint promotions or events
- Meet sales and/or energy efficiency goals by associating with a nationally-coordinated campaign
- Take advantage of campaign materials to promote qualified cooling products

What's New in '06!



- In addition to the support materials typically provided for the campaign, the centerpiece of this year's campaign is ENERGY STAR @ Home, an innovative, interactive "House" for the Web
 - An online tool that opens dialogue with consumers about the connection between energy use and the environment in a fun and engaging way
 - Allows consumers to learn about energy-saving solutions, tips, and advice for their homes by taking a virtual energy-efficient "home tour"



ENERGY STAR @ Home

www.energystar.gov/home



- **Educates homeowners about:**
 - How energy is used in their home
 - How the energy use impacts the environment
 - What they can do to save money and protect the environment
- **Accessed from www.energystar.gov and available to partners** for use on their Web sites
- **Interface allows users to visually see and interact on two levels**
 - Whole-home
 - Room-by-room
- **Users will receive helpful information** as they explore animated tips and features
 - Tips also available in downloadable PDF format

Sample Visuals

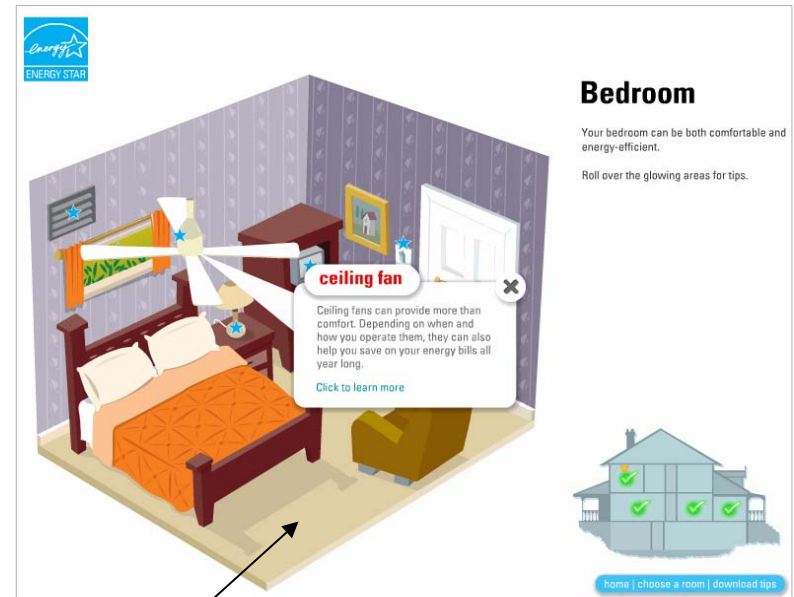


Sample Whole-Home View



Users can select and visit a number of different rooms

Sample Room-by-Room View



Rooms will expand to allow users to navigate

Opportunities for ES @ Home Promotion



- Link directly from your website
 - Web banner/buttons and sample language can be provided to drive traffic directly to the online tool
 - Upon request, will generate a unique URL to allow your users to be identified and directed back to your site after they are done
- Work with partners to develop specific product promotions associated with tool
 - Savings advice combined with special incentive on related products
 - EPA/DOE can help facilitate
 - List of merchants/sales reps for relevant cooling products
- Promote in-store
 - Feature teaser language on POP to drive traffic to the site
 - Generic POP may be printed for use by interested retailers
 - Coordinate interactive kiosks featuring a hands-on way for shoppers to interact with the tool near relevant product categories

Other Cool Ideas for Participation



- Use the key campaign call-to-action (“Cool Your World with ENERGY STAR @ Home”) when promoting qualified cooling products this summer
- Talk to your ENERGY STAR account representative for co-marketing ideas
 - Tie into other partners who are planning for CYW
- Plan educational and/or sales promotions around campaign timeframe
 - Run joint promotions that highlight benefits of qualified cooling products
- Use free creative templates and marketing language to educate in-store (available on the CYW Partner Resources pages)
- Let media know about your involvement
 - consider media outreach highlighting your company’s activities, the connection to the national campaign, and how consumers can save energy this summer
 - Use media materials on Web for assistance

Other Cool Ideas for Participation



- ***Manufacturers***
 - Add ENERGY STAR to existing summer retail promotions
 - Co-branding POP
 - Modifying product packaging and retail displays with a CYW icon
- ***Retailers***
 - Contact your suppliers to discuss product stocking and in-store co-promotional ideas
 - Prepare sales staff to knowledgeably sell customers on product benefits and ENERGY STAR as a trusted symbol
 - Prominently feature qualified cooling products in circulars
 - Highlight the larger educational message on your Web site
 - Bundle qualified cooling products under the Cool Your World 'umbrella' for a seasonal cross-merchandising opportunity
- ***EEPS***
 - Contact your local retail and manufacturer partners now to indicate your interest in working with them on this promotion
 - Work with partners to plan in-store consumer education promotions
 - Consider a bill insert, Web education, and/or media activities

How to Talk about the Campaign



- Use the Marketing Language document to suit your communication needs
- Key Campaign Call-to-Action:
 - Learn how to “Cool Your World with ENERGY STAR @ Home”
 - Educates consumers about the connection between energy use in their homes and the environment

Where HVAC fits in



- Now part of year-round educational effort:
 - Combines product promotion with proper sizing/ installation messages + home and duct sealing
 - Download *Guide to Energy Efficient Heating and Cooling* (English and Spanish) and *HVAC Marketing Language*
 - Part of substantial summer and winter PR effort

Quick View of Creative Templates and Components on Web

Campaign Materials



- Utilize the following materials to tie your support to the campaign (co-brand with your information or use as-is)
 - Customizable Templates
 - Hang Tag, Tear Pad, Bill/Bag Stuffer, Window Decal, Stand-up Card
 - Web Tools
 - Web Banners (English and Spanish)
 - Creative Components
 - Campaign Graphics, Building Blocks and Identity Guidelines, Product Images, Lifestyle Images, Marketing Language, Product Backgrounders, Savings Calculators
- Use materials to:
 - Draw attention to qualified cooling products
 - Educate consumers
 - Promote the ENERGY STAR @ Home interactive tool

Hang Tag



- Draw attention to qualified ceiling fans, or customize the tag to showcase the cooling products you're selling (see marketing language on Web)

Coming Soon!

Tear Pad



- Showcase the cooling products you're selling at the point-of-sale (see marketing language on Web for additional copy suggestions)

Coming Soon!

Bill/Bag Stuffers



Bundled Product Version

- Co-brand and distribute bill/bag stuffers:
 - Educate customers about benefits of ENERGY STAR qualified cooling products and help promote the ENERGY STAR @ Home tool
 - Two version available to tailor to your product(s) of choice
 - Bundled Product version
 - Single Product version
 - Communicate specific offers (sample offer provided on back)



Window Decal



- Print and display this decal on your store window or door

Decal 4" x 4.75"

Stand-Up Card



- Produce this mark as a stand-up card for countertops or display tables



Stand-Up Card 7.5" x 9"

Web Banner - Static



- Place static Web banners on your Web site
 - Use to encourage your customers to take the ENERGY STAR home tour (www.energystar.gov/home)



Images are enlarged for presentation. Not shown in actual size.

Campaign Graphics - English



- Multiple versions available
 - Use the graphic that works best for you
- Use to encourage consumers to look for ENERGY STAR qualified cooling products and take the ENERGY STAR @ Home tour

ENERGY STAR®
@home



Campaign Graphics - Spanish



Coming Soon!

Building Blocks and Identity Guidelines



1. ENERGY STAR marks →



2. ENERGY STAR marks and Voice of Authority →

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. To learn more, visit www.energystar.gov.



** All building blocks are available in cyan & black*

- Use the “voice of authority” cyan (or black) box as is or as text when defining ENERGY STAR (“Products that earn the ENERGY STAR meet strict energy efficiency...”).
- Refer to the “ENERGY STAR Brand Identity Guidelines” on the Web for Usage of All Building Block Graphics

Product Images



- Use as needed for your in-store promotion of ENERGY STAR qualified cooling products

(Available in our Product Image Library)

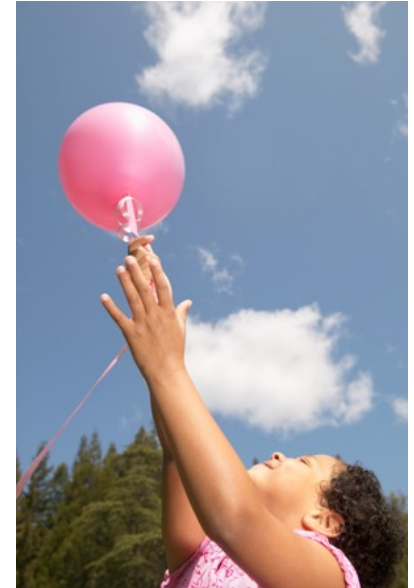


Additional product images (all high resolution) are available

Lifestyle Images



- Choose any of the alternate images when building your materials



Marketing Language (English and Spanish)



- Use to develop in-store or event materials:
 - Distribute materials to customers, media, EEPS, and manufacturer partners
- Use verbiage as provided or tailor for:
 - Radio scripts
 - On-hold messaging
 - Web site copy
 - Corporate communications
 - POP
 - Brochures
 - More...

Product Backgrounders



- Use backgrounders to incorporate valuable facts such as savings, historical information, or statistical data into your in-store or sales training materials
 - Ceiling Fans
 - Dehumidifiers
 - Programmable Thermostats
 - Room Air Conditioners

Create Regional Cooling Facts



- Use savings calculators to construct product-by-product regional energy and environmental savings facts
 - For example, If just half of St. Louis homes were cooled with ENERGY STAR qualified room air conditioners, the change would prevent more than X billion pounds of greenhouse gas emissions, equivalent to the emissions of more than X cars.
- EPA will help you create regional facts that show the energy and environmental savings benefits if all ENERGY STAR qualified cooling products were installed in the homes in your target region
 - For example, “If every Atlanta home were cooled with ENERGY STAR qualified cooling products, the savings would be...”

Sales Training Materials




- Use turnkey tools (next slide) or take advantage of EPA's staff to design customized training for your sales associates
- Educate buyers/merchants about current or new ENERGY STAR qualified products going to be in-stock this summer
- Let us help you revise your sales training tools
- Need assistance training retail sales associates about ENERGY STAR, communicating with vendors about training, or would like us to develop additional materials? Contact lewis.kate@epa.gov

Sales Training Materials



- Use “as is” or integrate piecemeal into your own presentations, fact sheets, etc.:
 - Pocket cards
 - Product sales presentations
 - Why sell ENERGY STAR? Fact Sheets



ASK ABOUT ENERGY STAR ENERGY STAR® QUALIFIED CEILING FANS

KEY SALES MESSAGES:

ENERGY STAR is:

- > A U.S. government-backed symbol of energy efficiency
- > No sacrifice, same features

ENERGY STAR qualified ceiling fans:

- > Move air 20% more efficiently than conventional ceiling fans
- > Are 50% more energy-efficient when coupled with an ENERGY STAR qualified light kit


ENERGY STAR qualified light kits:

- > Come with energy-efficient compact fluorescent light bulbs (CFLs) that use 2/3 less energy than incandescent bulbs
- > Last up to 10 times longer than incandescent bulbs and only have to be changed once every 7 years


ENERGY STAR qualified ceiling fans can save consumers \$15-25 a year; qualified fan and light combinations offer the greatest savings.

TO MAXIMIZE ENERGY SAVINGS, SHARE THESE FOUR TIPS WITH YOUR CUSTOMERS


- 1 Ceiling fans cool people, not rooms – turn them off when leaving the room
- 2 Adjust your thermostat during fan use to save on air conditioning costs
- 3 For year-round savings, reverse the fan motor (clockwise) and operate on low speed in the winter to redistribute warm air
- 4 Hang the fan 8-9 feet above the floor for optimal airflow – minimum height requirement is 7 feet



FOR MORE INFORMATION:
visit: www.energystar.gov



ENERGY STAR®
SALES ASSOCIATE TRAINING



PROGRAMMABLE THERMOSTATS

Pocket Cards 4" x 6"

- Get featured in our CYW PR efforts or leverage ENERGY STAR PR and messaging to conduct your own media outreach and promote ENERGY STAR qualified cooling products
 - Campaign obtained impressive media results in 2005
 - 2005 CYW Campaign resulted in 58 million total media impressions, 130 million impressions including Internet impressions
 - Web sites: 82,567,481 impressions of 67 placements
 - Broadcast, Radio News Release: 12,322,020 listeners of 634 placements
 - Broadcast, Satellite Media Tour: 2,867,910 viewers of 26 airings

2006 PR & Media Strategies



- Viral Tactics/Media Partnerships
 - Send link to “ENERGY STAR @ Home” as well as cooling tips to organizations that e-mail to mass audiences.
 - Cooling “Tip of the Day” from ENERGY STAR
- Online/Blog Outreach
- Traditional Media
 - Print – pitch cooling tips and “ENERGY STAR @ Home”
 - Television
- Hispanic Outreach
 - Print, Web

Note: A more detailed PR guide is available upon request

Note of Thanks



Thank you for your role in this year's ENERGY STAR Cool Your World campaign. We hope that, by taking part, you meet and exceed your product goals.

Whether it's simple Web education, an educational message overhead, or a more involved in-store promotion complete with media outreach, your help spreading the ENERGY STAR Cool Your World message makes a difference!

Sincerely,
The ENERGY STAR Cool Your World Campaign Team at
EPA and DOE